

# India Monthly PC Tracker: Consumer

IDC's *India Monthly PC Tracker: Consumer* program provides details on vendors, technology, market opportunity, and trend analysis in the growing consumer PC market. This tracker breaks the market into two different categories — desktops (DT) and notebooks (NB) — and provides detailed information concerning these product categories in an easy-to-use pivot table. The program provides total monthly market share and vendor share information that can be broken down by key parameters.

## TECHNOLOGY COVERAGE

This tracker provides total market size and vendor share for the following technology areas. The measurements for this tracker include unit shipments, end-user value, and market operating price (MOP).

### Core Coverage

- **Product category:** Notebook and desktop
- **Product:** Traditional NB, ultrathin NB (<15mm), ultrathin NB (15mm-<18mm), ultrathin NB (18mm-<21mm), convertible NB, all-in-one, and traditional DT
- **Company, vendor, brand, model name, and SKU**
- **Operating systems:** Windows 10, Windows 11, Chrome, MacOS, and others
- **Technical attributes:** RAM, RAM memory type, primary storage (HDD, SSD, and eMMC), screen size (inch), screen resolution, display panel type, thickness (mm), processor vendor (Intel, AMD, MediaTek, and Apple), processor brand, processor version, GPU vendor, GPU unit, GPU type, GPU storage (GB), camera resolution, weight range (Kg), and color group
- **Touch:** Yes, no
- **Branded gaming:** Yes, no
- **Intel Evo:** Yes, no
- **Thunderbolt:** TB3, TB4, no
- **Backlight keyboard:** Yes, no
- **Connectivity:** Bluetooth, Wi-Fi, and 4G
- **Price band**
- **Channel:** Online, offline

## GEOGRAPHIC SCOPE

- India

## DATA DELIVERABLES

This tracker is delivered monthly via a web-based interface for online querying and downloads. Deliverables for this tracker are listed here. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data